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PORTFOLIO.

Hi, my name is Aoibhne, pronounced Ave-na!

I am a highly creative & professional Graphic Designer & Illustrator with 15+ years in both freelance & in-house experience. My experience spans over many industries & but my main areas have been within the Hospitality, Events & Interiors industries. I am drawn to these because they allow room for extra creativity & pushing beyond the familiar space. I work a lot on branding, illustration packaging & typography. Conceptual thinker, I love the collaboration, research & immersive thinking for the vision & market when creating brands. My I am excellent at absorbing what the client wants, aligning with them & bringing out their personal ambition, resulting in a unique design or brand solution each time. I thrive in a fast-paced environment & have years of experience with tight deadlines.

Specialities:

Branding / graphic design / packaging / illustration / typography / interior design collaboration / art / fit-out art / photography / Adobe Creative Suite.

Please enjoy a browse of an overview of recent work.

Stella Steakhouse - a Rebrand
branding | signage | menus

STELLA STEAKHOUSE

STELLA STEAKHOUSE

Restaurant entrance & signage:



Use of logo & monogram:

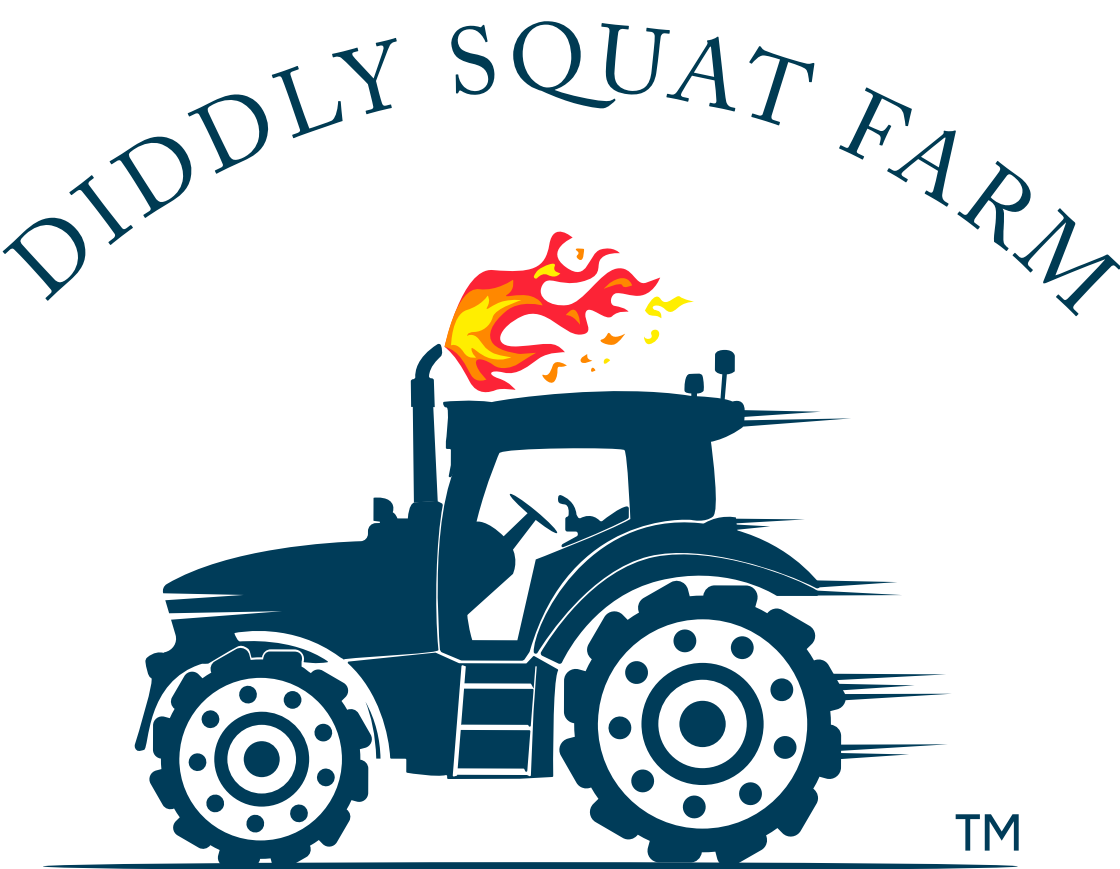


STELLA STEAKHOUSE

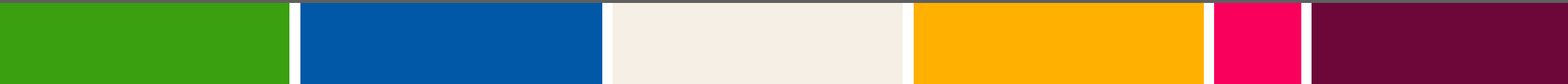
I designed this in two parts: the tractor main logo which was followed by the animals as illustrations used on a lot of the products, so they have become so much part of the brand - just like the animals on the farm, many have become pets!



Primary logo on all products - Jeremy's Lamborghini tractor!



visit us!
diddlysquatfarmshop.com
@diddlysquat.farmshop
@diddlysquatfarmshop



Chloe's Restaurant Brand
brand | icons | menus | signage

A French bistro style with a Mediterranean twist was the brief, but based in Dublin

chloe's

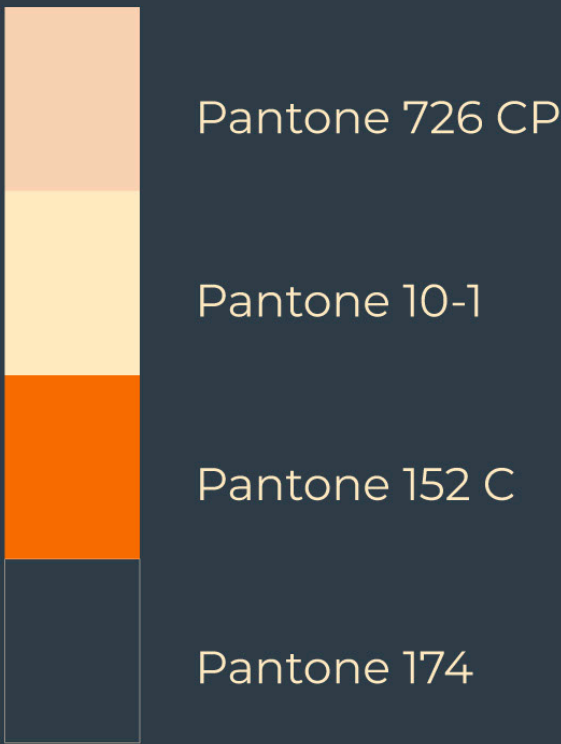
RESTAURANT



chloe's

RESTAURANT





Pantone 726 CP

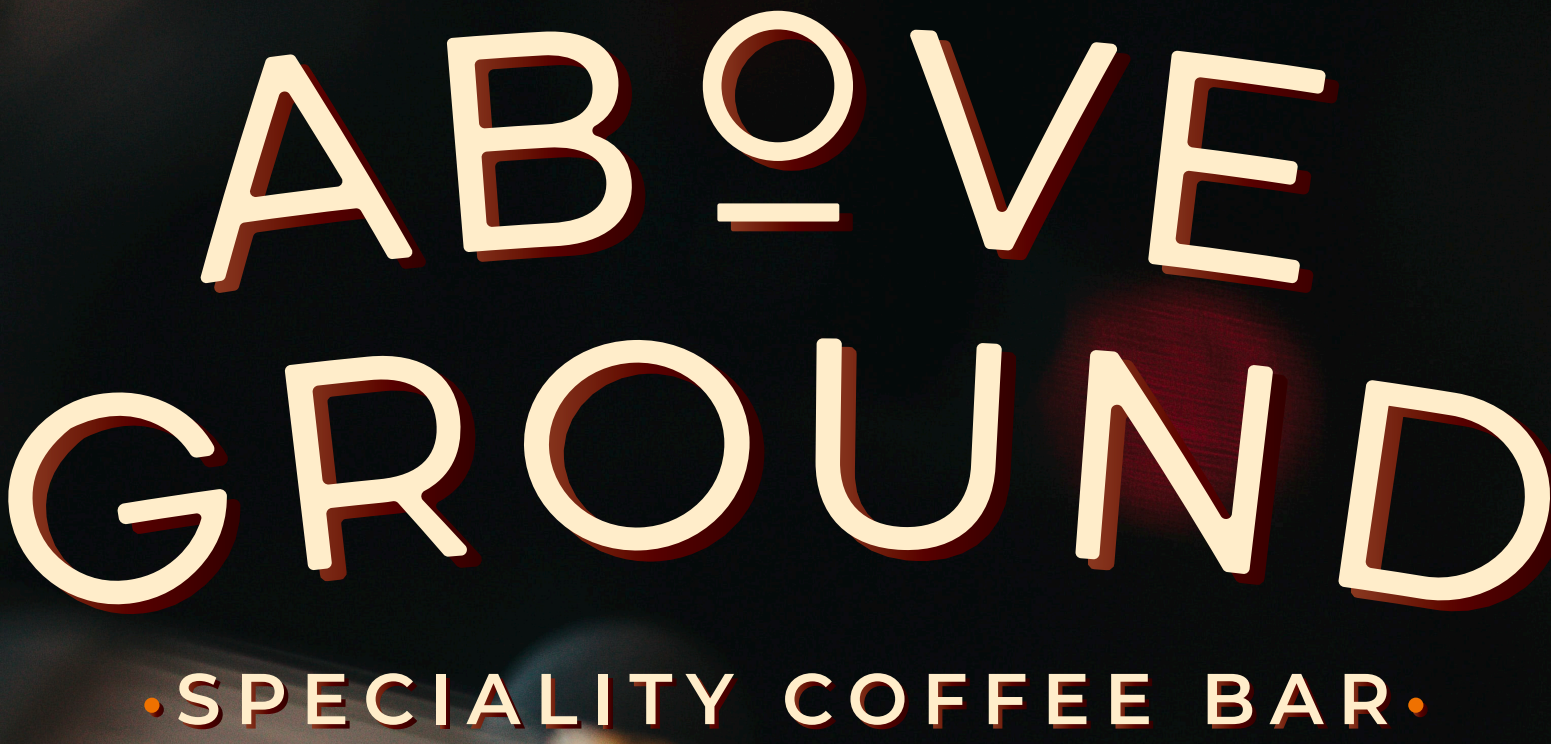
Pantone 10-1

Pantone 152 C

Pantone 174



Creative process with logo variations
this is a good showcase of my exploration with brands & icons, different possibilities over print or media



COLLECTED BRAND GUIDELINES

Collected

COLOUR PALETTE



FONTS

PRIMARY WORD MARK

Plain Germanica Regular

SECONDARY FONT

Acumin Pro Wide Light



5-star reviews



historical



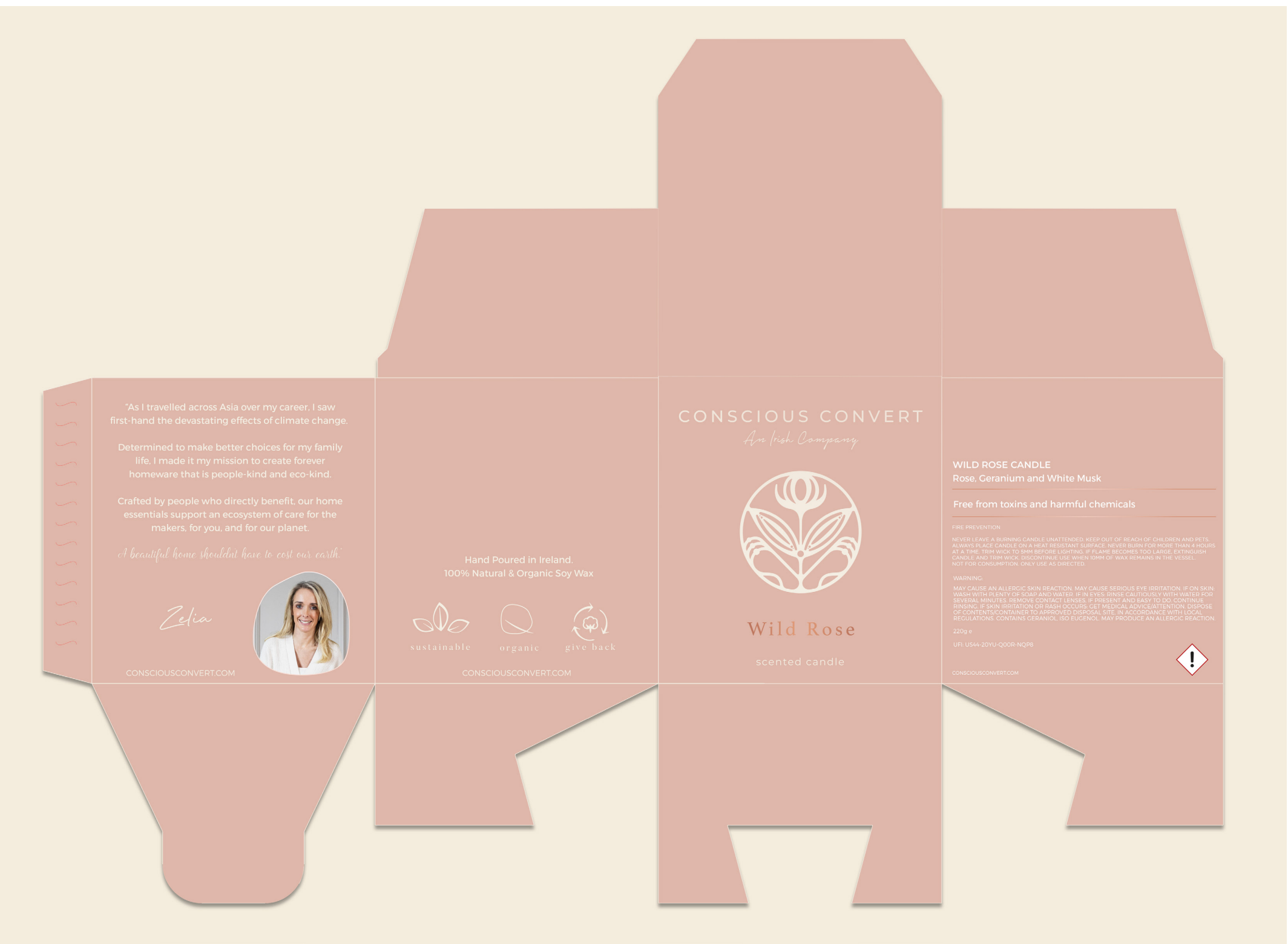
gemstones



CONSCIOUS CONVERT



candles



ACUPLUS
ACUPUNCTURE + TCM



No 7
HEDDON
STREET



officebubble
SILENT PHONE & MEETING PODS



XICO
BAGGOT STREET

CK
CLAIRE KELLEHER

FOND of NATURE
Botanical Fragrance

ROSIE'S

BASH
& CO.
INTERIOR DESIGN

HOOK & LADDER

one four three
BAGGOT STREET

fd
FUSION
GRAPHIC DESIGN

PHARMACIA



CONSCIOUS CONVERT
An Irish Company

ABOVE
GROUND
•SPECIALITY COFFEE BAR•

one
eleven
BAR • ONE • ONE • ONE

SIVE O/B

O•W•M
Blackrock

OCEANBONE
broth

TARA
WALKER
FOOD

Collected

CORE

THE
Collins
CLUB

chloe's

STELLA • STEAKHOUSE



DIDDLY
SQUAT
FARM

Thank you

